

Public Affairs Specialist – AD - 1035 - 00 Job Announcement

Public Affairs Specialist – Arlington, VA

(\$75,621 - \$98,305)

Job Summary:

The specialist will report directly to the Director of Public Affairs and assist in all matters related to public affairs and the press.

Duties:

The incumbent assists in the development and execution of a strategic communications campaign to include messages and themes to key internal and external stakeholders. The specialist assists in implementing SIGAR's media relations strategy, performing duties of great sensitivity and confidentiality.

Work of the specialist primarily encompasses the conduct of media relations which requires coordination with appropriate staff members to ensure that communications and relations with the media and other stakeholders are synchronized and consistent in meeting the needs of the SIGAR.

The specialist will monitor and review SIGAR's Internet, and social media content; evaluate the website to ensure information is accurate, current and reflects the organization in a professional business manner. The specialist will proof/edit information provided by others as well as original material for the Internet, intranet, and social media platforms.

The specialist will research, develop and disseminate informational materials; identify public affairs opportunities and challenges; analyze media coverage, feedback from the community; develop strategies to present information on a wide variety of subjects, many of which may involve complex policy, technical, legal or controversial issues. The specialist will use good judgment and security best practices in the release of information.

The specialist will take the lead in reviewing daily clip services for the agency. The specialist will identify and follow appropriate media source related to Afghanistan and the reconstruction, and then prepare a compilation of stories relevant to or based on SIGAR's work.

The specialist will assist in crafting and proofing remarks for the SIGAR and senior leaders to make.

The specialist will utilize knowledge of the SIGAR's work product and planned programs to prepare and present complex material or highly complex issues to non-specialists in the media, academia, and think tanks. The specialist develops, writes, edits, reviews and disseminates materials in the format appropriate for the medium in

which it is to appear, the audience for which it is designed and the information objective which it is expected to achieve.

The specialist utilizes a practical knowledge of the oversight of reconstruction activities in Afghanistan, as well as knowledge of public perceptions of these activities, to identify and clarify issues. The specialist will articulate a range of public views to evaluate implications of these on SIGAR policy and operations.

The specialist will take the lead on crafting the SIGAR newsletter to communicate important updates to SIGAR staff.

The specialist will be responsible for updating the SIGAR press list and ensuring that SIGAR is reaching key constituents in the media and thought leader community.

The specialist will help to craft talking points for interviews with members of SIGAR's senior leadership and the media. As well as pitch story ideas and provide strategic advice on potential media engagements.

The specialist performs other duties as assigned.

Knowledge Requirements:

Knowledge of communication principles, methods, and techniques and experience in applying this knowledge to the development of public affairs releases, in various distribution methods (form press releases, social media releases, etc) is required. Basic knowledge of congressional operations, the federal government and oversight is also preferred.

Skill in developing written and oral communication materials that convey information concerning a wide range of technical and complex information in the fulfilling the mission of the SIGAR is required. Other sub-factors include:

The specialist must have proven writing skills and experience in writing on challenging deadlines, as well as experience in Congress, federal government, congressional media relations, or in the media. Direct experience in the media or Congress would be advantageous, as would experience in oversight work.

The specialist must be able to absorb large amounts of information on fast-changing issues related to the Afghanistan Reconstruction, sift through the information and prioritize and articulate the information quickly.

The specialist should have experience using various social media tools such as Facebook, Twitter, Flickr and YouTube, as well as creating content for these platforms.

Key Requirements:

Candidates for this position:

- may be considered essential to the overall support of the SIGAR mission. If considered emergency essential, failure to meet emergency essential requirements may result in separation for the efficiency of the Federal Service (Ch. 75, Title 5 USC; FPM Ch. 752).
- may be required to submit an Executive Branch Confidential Financial Disclosure Report.
- must complete a Form SF 312, Classified Information Nondisclosure Agreement.
- must be eligible for and be able to maintain a TOP SECRET/SCI clearance.

Overseas travel may be required. In support of this travel, the incumbent is required to meet minimum standards of fitness for deployment to the CENTCOM region to include the ability to wear personal protective equipment, including protective mask, ballistic helmet, body armor, and chemical/biological protective garments.

Reemployment of Annuitants:

Reemployed Annuitants may be eligible for appropriate pay rate for the position without a reduction in pay or of the annuity. As a result, the salary of the annuitant is not offset by the amount of the annuity received for the period of employment.

Applicants should send a resume by electronic transmission, to sigar.pentagon.m-s.mbx.jobs@mail.mil or fax 703-602-8753 Attention: Human Resources- Public Affairs Specialist Announcement.